

<b>Subject</b> <b>Comm App</b>	<b>Calendar:</b> <b>Weeks1-6</b>	<b>Timeframe:</b> <b>1<sup>st</sup> 6 wks.</b>	<b>Level/Grade:</b> <b>9-12</b>
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Unit Name

**Unit Objectives: Understand Communication Process; Importance of Interpersonal Skills**

TSW

- 1)Language: oral vs. written
- 2)Hearing vs. Listening
- 3)Stereotypes
- 4) Self Concept/ Self-Disclosure
- 5)Verbal and nonverbal messages
- 6) Communication apprehension
- 7) Audience analysis

LESSON:

- 1) Connotative and Denotative meaning
- 2) Speaker/Audience Responsibilities

<b>Activity Type:</b> <b>Word Association activities</b> <b>Listening activities</b> <b>Informative speaking</b>	<b>TEKS:</b> 1)!A-J; 2A-I
<b>Materials:</b> n/a	

<b>SE Modifications:</b>	<b>Resources:</b>	<b>T1A TEKS:</b>
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<b>GT Modifications:</b>	<b>Evaluation Methods:</b> <b>Oral and written critiques</b>
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<b>Subject</b> <b>Comm App</b>	<b>Calendar:</b> <b>Weeks 2<sup>nd</sup> 6 wks</b>	<b>Timeframe:</b> <b>Weeks 7-12</b>	<b>Level/Grade:</b> <b>9-12</b>
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Unit Name

**Unit Objectives: Verbal and Nonverbal Communication; Speech Structure; Group Process; Research; Visual Aids**

TSW

- 1) nonverbal communication
- 2) outlining methods
- 3) topic research, speaker notes
- 4) leadership styles
- 5) group problem solving process
- 6) effective use of visual aids
- 7)

LESSON:

- 1) Types of nonverbal communication
- 2) Patterns of speech organization
- 3) Effective group problem-solving

<b>Activity Type:</b> <b>Performance of Literature</b> <b>Group problem solving</b> <b>Analysis of Twelve Angry Men</b> <b>Informative/ Extemporaneous speech</b> <b>Panel Symposium</b>	<b>TEKS:</b> 1)1F,1H,1K; 2E,2F,2G,2I,3A,3B,3C,3E,3F,3G,3H,3I
<b>Materials:</b> <b>Powerpoint; group problems, scrambled outline, extemp speech activity</b>	

<b>SE Modifications:</b>	<b>Resources:</b>	<b>T1A TEKS:</b>
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<b>GT Modifications:</b>	<b>Evaluation Methods:</b> <b>Oral and written critiques</b>
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<b>Subject</b> Comm App	<b>Calendar:</b> Weeks 3 <sup>rd</sup> six weeks	<b>Timeframe:</b> Weeks 13-18	<b>Level/Grade:</b> 9-12
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Unit Name

**Unit Objectives: Public Speaking; Critical Thinking and Listening**

TSW

- 1) Ad analysis
- 2) persuasive appeals
- 3) group problem-solving
- 4) topic research
- 5)
- 6)
- 7)

LESSON:

- 1) Maslows Hierachy of Needs and Persuasion
- 2) Arguments of Policy, Fact, Value & Fallacies

<b>Activity Type:</b> Informative and/or persuasive presentations Ad analysis Coat of arms	<b>TEKS:</b> 1)1H-J; 2B,H,I; 3E,H,I; 4 A-N
<b>Materials:</b> Sample ads; films	

<b>SE Modifications:</b>	<b>Resources:</b>	<b>T1A TEKS:</b>
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<b>GT Modifications:</b>	<b>Evaluation Methods:</b> Oral and written critiques
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